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American Dispenser Marketing Award

Burton L. Feinson, president of American Dispenser Company, Inc., announces the presentation of the company's "Marketing Manager Achievement Award," which was won by an overseas firm for the first time in American's history.

The recipient was Max Carlyle, general manager of Hunters Industrial Ptd. Ltd., who represents American Dispenser in Australia and New Zealand. At the presentation, Feinson stated: "Rather than being based on sales achievements, quotas, etc., this award is given to the American Dispenser Co. representative who develops the best marketing approach for a particular area. Carlyle exemplifies an individual who is well versed in modern marketing techniques, and he is indeed a great asset to us in our rapidly expanding overseas business."



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